



PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

hereby certify that this correspondence is being deposited with the U.S. Postal Service as first class mail in an envelope addressed to Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on May 17, 2006.

*Renne M.F. Wyzykowski*  
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Appl No. : 09/944,348 Confirmation No. 9772  
Applicant : Thomas P. Ivanyi  
Filed : August 31, 2001  
Title : SYSTEM AND METHOD FOR MEASURING AND STORING  
INFORMATION PERTAINING TO TELEVISION VIEWER OR USER  
BEHAVIOR  
TC/A.U. : 9772  
Examiner : Peter C. Wilder  
Docket No. : 57547/A719  
Customer No. : 23363

**AMENDMENT**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Post Office Box 7068  
Pasadena, CA 91109-7068  
May 17, 2006

Commissioner:

In response to the Office action of November 17, 2005, please amend the above-identified application as follows:

**Amendments to the Specification** begin on page 2 of this paper.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 3 of this paper.

**Amendments to the Drawings** begin on page 11 of this paper and include an attached replacement sheet.

**Remarks/Arguments** begin on page 12 of this paper.

An **Appendix** including amended drawings figures is attached following page 16 of this paper.